IN THE CLAIMS:

The following listing of claims will replace all prior versions and listings of claims in the application.

Please **withdraw** claims 32-37 and 130-212 as follows:

1. (Original) A method for coordinating supplemental data transmissions with broadcast data transmitted by a plurality of broadcasters, the method comprising:

receiving schedule information for each of a plurality of broadcasters, the schedule information including a schedule of broadcast data to be transmitted by each broadcaster at predetermined times;

identifying, from the received schedule information, broadcast data for transmission by a first broadcaster at a predetermined time;

determining supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver; and

transmitting at least a portion of the supplemental digital data to the first broadcaster prior to the predetermined time.

2. (Original) The method of claim 1, wherein the plurality of broadcasters comprise a plurality of radio stations.

3. (Original) The method of claim 2, wherein the broadcast data comprises analog data transmitted to listeners over a radio frequency.

4. (Original) The method of claim 3, wherein the transmission of broadcast data comprises transmission of broadcast data over at least one of an amplitude-modulated radio frequency and a frequency-modulated radio frequency.

5. (Original) The method of claim 4, wherein the supplemental digital data for transmission on a side-band of one of: the amplitude-modulated (AM) radio frequency and the frequency-modulated (FM) radio frequency.

6. (Original) The method of claim 1, wherein said receiving comprises receiving said schedule information on an Internet gateway.

7. (Original) The method of claim 1, wherein said transmitting comprises transmitting said supplemental digital data on an Internet gateway.

8. (Original) The method of claim 1, wherein the broadcast data comprises an audio track.

9. (Original) The method of claim 8, wherein the supplemental digital data comprises multimedia information related to the audio track.

10. (Original) The method of claim 9, wherein the supplemental data comprises a text description of at least one of: an artist, a title, and identification data corresponding to the audio track.

11. (Original) The method of claim 1, wherein the broadcast data comprises audio data corresponding to a sporting event.

12. (Original) The method of claim 11, wherein the supplemental digital data comprises multimedia information related to the audio data.

13. (Original) The method of claim 12, wherein the supplemental digital data comprises text data corresponding to at least one of:

a team, a game score, a player and a statistic corresponding to the sporting event.

14. (Original) The method of claim 1, wherein the supplemental digital data is unrelated to the broadcast data.

15. (Original) The method of claim 14, wherein the supplemental digital data comprises at least one of:

an advertisement for a product, an advertisement for a service, an identification of the first broadcaster, a schedule of further broadcast data for the first broadcaster, a traffic report, a weather report and a news report.

16. (Original) The method of claim 1, wherein the supplemental digital data comprises a plurality of multimedia presentations to be simultaneously presented to the receiver of the broadcast data.

17. (Original) The method of claim 1, wherein said determining further comprises:

determining said supplemental digital data based on at least one of: a type of the scheduled broadcast data, the time of the broadcast data, a geographic location of the first broadcaster, a broadcast program in which the broadcast data is presented, and demographic information of listeners of the broadcast data.

18. (Original) The method of claim 1, wherein the supplemental digital data for broadcast on a mask of one of an amplitude-modulated frequency and a frequency-modulated frequency.

19. (Original) The method of claim 1, further comprising:

receiving, from the first broadcaster, a change to schedule information including second broadcast data at the first predetermined time; and

determining second supplemental digital data to be presented to listeners of the second broadcast data; and

transmitting the second supplemental digital data to the first broadcaster before the first predetermined time.

20. (Original) The method of claim 1, further comprising:

identifying, from the received schedule information, second broadcast data for transmission by a second broadcaster at a predetermined time;

determining second supplemental digital data to be presented to listeners of the second broadcast data on a digital data receiver; and

transmitting the second supplemental digital data to the second broadcaster prior to the predetermined time.

21. (Original) The method of claim 1, further comprising:

identifying, from the received schedule information, broadcast data for transmission by a second broadcaster at a second predetermined time;

determining second supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver; and

transmitting the second supplemental digital data to the second broadcaster prior to the second predetermined time.

22. (Original) The method of claim 1, wherein said supplemental digital data comprises advertising data sold by the first broadcaster.

23. (Original) The method of claim 1, wherein said supplemental digital data comprises advertising data sold by a party other than the first broadcaster.

24. (Original) The method of claim 1, wherein a time for presentation of the supplemental digital data is selectable by the listener.

25. (Original) The method of claim 1, wherein said selecting comprises selecting a group of supplemental digital data to be presented to a listener of the broadcast data.

26. (Original) The method of claim 25, wherein the group of supplemental data are to be displayed continuously during a length of the broadcast data.

27. (Original) The method of claim 25, wherein the group of supplemental data are to be presented sequentially during a length of the broadcast data.

28. (Original) The method of claim 1, wherein the supplemental data is to be presented during at least a portion of a length of the broadcast data.

29. (Original) A computer-readable medium encoded with processing instructions for implementing a method, performed by a computer, for coordinating supplemental data transmissions with broadcast data transmitted by a plurality of broadcasters, the method comprising:

receiving schedule information for each of a plurality of broadcasters, the schedule information including a schedule of broadcast data to be transmitted by each broadcaster at predetermined times;

identifying, from the received schedule information, broadcast data for transmission by a first broadcaster at a predetermined time;

determining supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver; and

transmitting the supplemental digital data to the first broadcaster prior to the predetermined time.

30. (Original) An apparatus for coordinating supplemental data transmissions with broadcast data transmitted by a plurality of broadcasters, comprising:

means for receiving schedule information for each of a plurality of broadcasters, the schedule information including a schedule of broadcast data to be transmitted by each broadcaster at predetermined times;

means for identifying, from the received schedule information, broadcast data for transmission by a first broadcaster at a predetermined time;

means for determining supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver; and

means for transmitting the supplemental digital data to the first broadcaster prior to the predetermined time.

31. (Original) An apparatus for coordinating supplemental data transmissions with broadcast data transmitted by a plurality of broadcasters, comprising:

a processor; and

a memory in communication with the processor, the memory for storing a plurality of processing instructions enabling the processor to:

receive schedule information for each of a plurality of broadcasters, the schedule information including a schedule of broadcast data to be transmitted by each broadcaster at predetermined times;

identify, from the received schedule information, broadcast data for transmission by a first broadcaster at a predetermined time;

determine supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver; and

transmit the supplemental digital data to the first broadcaster prior to the predetermined time.

Claims 32-67 (Withdrawn).

68. (Original) A method for receiving supplemental digital data from a supplemental digital data provider, comprising:

transmitting, to a supplemental digital data provider, schedule information including a time when particular broadcast data is to be transmitted to a group of listeners by a broadcaster;

receiving, from the supplemental digital data provider, supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver.

69. (Original) The method of claim 68, further comprising:

transmitting the supplemental digital data to the group of listeners.

70. (Original) The method of claim 68, wherein the supplemental digital data comprises advertising data sold by the broadcaster.

71. (Original) The method of claim 68, wherein the supplemental digital data comprises advertising data sold by the supplemental digital data provider.

72. (Original) The method of claim 68, wherein the broadcaster comprises a radio station.

73. (Original) The method of claim 68, wherein the broadcast data comprises analog data transmitted to listeners over a radio frequency.

74. (Original) The method of claim 68, wherein the transmission of broadcast data comprises transmission of broadcast data over at least one of an amplitude-modulated radio frequency and a frequency-modulated radio frequency.

75. (Original) The method of claim 74, wherein the supplemental digital data for transmission on a side-band of one of: the amplitude-modulated radio frequency and the frequency-modulated radio frequency.

76. (Original) The method of claim 68, wherein said receiving comprises receiving said schedule information on an Internet gateway.

77. (Original) The method of claim 68, wherein said transmitting comprises transmitting said supplemental digital data on an Internet gateway.

78. (Original) The method of claim 68, wherein the broadcast data comprises an audio track.

79. (Original) The method of claim 68, wherein the supplemental digital data comprises multimedia information related to the audio track.

80. (Original) The method of claim 79, wherein the supplemental data comprises a text description of at least one of: an artist, a title, and identification data corresponding to the audio track.

81. (Original) The method of claim 68, wherein the broadcast data comprises audio data corresponding to a sporting event.

82. (Original) The method of claim 81, wherein the supplemental digital data comprises multimedia information related to the audio data.

83. (Original) The method of claim 82, wherein the supplemental digital data comprises text data corresponding to at least one of:

a team, a game score, a player and a statistic corresponding to the sporting event.

84. (Original) The method of claim 68, wherein the supplemental digital data is unrelated to the broadcast data.

85. (Original) The method of claim 84, wherein the supplemental digital data comprises at least one of:

an advertisement for a product, an advertisement for a service, an identification of the first broadcaster, a schedule of further broadcast data for the first broadcaster, a traffic report, a weather report and a news report.

86. (Original) The method of claim 68, wherein the supplemental digital data comprises a plurality of: multimedia presentations to be simultaneously presented to the receiver of the broadcast data.

87. (Original) The method of claim 68, wherein said supplemental digital data is selected based on at least one of: a type of the scheduled broadcast data, the time of the broadcast data, a geographic location of the first broadcaster, a broadcast program in which the broadcast data is presented, and demographic information of listeners of the broadcast data.

88. (Original) The method of claim 68, wherein the supplemental digital data for broadcast on a mask of one of an amplitude-modulated frequency and a frequency-modulated frequency.

89. (Original) The method of claim 68, wherein said supplemental digital data comprises advertising data sold by the first broadcaster.

90. (Original) The method of claim 68, wherein said supplemental digital data comprises advertising data sold by a party other than the first broadcaster.

91. (Original) The method of claim 68, wherein a time for presentation of the supplemental digital data is selectable by the listener.

92. (Original) The method of claim 68, wherein said receiving comprises receiving a group of supplemental digital data to be presented to a listener of the broadcast data.

93. (Original) The method of claim 92, wherein the group of supplemental data are to be displayed continuously during a length of the broadcast data.

94. (Original) The method of claim 92, wherein the group of supplemental data are to be presented sequentially during a length of the broadcast data.

95. (Original) The method of claim 68, wherein the supplemental data is to be presented during at least a portion of a length of the broadcast data.

96. (Original) A computer readable medium encoded with processing instructions for implementing a method for receiving supplemental digital data from a supplemental digital data provider, the method comprising:

transmitting, to a supplemental digital data provider, schedule information including a time when particular broadcast data is to be transmitted to a group of listeners by a broadcaster;

receiving, from the supplemental digital data provider, supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver.

97. (Original) An apparatus for receiving supplemental digital data from a supplemental digital data provider, comprising:

means for transmitting, to a supplemental digital data provider, schedule information including a time when particular broadcast data is to be transmitted to a group of listeners by a broadcaster;

means for receiving, from the supplemental digital data provider, supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver.

98. (Original) An apparatus for receiving supplemental digital data from a supplemental digital data provider, comprising:

a processor; and

a memory in communication with the processor, the memory for storing a plurality of processing instructions enabling the processor to:

transmit, to a supplemental digital data provider, schedule information including a time when particular broadcast data is to be transmitted to a group of listeners by a broadcaster;

receive, from the supplemental digital data provider, supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver.

99. (Original) A method for coordinating supplemental digital data transmissions with broadcast data transmitted by a plurality of broadcasters, the method comprising:

receiving schedule information from a plurality of broadcaster traffic management systems, the schedule information including a schedule of broadcast data to be transmitted by a plurality of broadcasters at predetermined times;

identifying, from the received schedule information, broadcast data for transmission by a first broadcaster at a predetermined time;

determining supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver; and

transmitting at least a portion of the supplemental digital data to a traffic management system corresponding to the first broadcaster prior to the predetermined time.

100. (Original) The method of claim 99, wherein the plurality of broadcasters comprise a plurality of radio stations.

101. (Original) The method of claim 100, wherein the broadcast data comprises analog data transmitted to listeners over a radio frequency.

102. (Original) The method of claim 101, wherein the transmission of broadcast data comprises transmission of broadcast data over at least one of an amplitude-modulated radio frequency and a frequency-modulated radio frequency.

103. (Original) The method of claim 102, wherein the supplemental digital data for transmission on a side-band of one of: the amplitude-modulated radio frequency and the frequency-modulated radio frequency.

104. (Original) The method of claim 99, wherein said receiving comprises receiving said schedule information on an Internet gateway.

105. (Original) The method of claim 99, wherein said transmitting comprises transmitting said supplemental digital data on an Internet gateway.

106. (Original) The method of claim 99, wherein the broadcast data comprises an audio track.

107. (Original) The method of claim 106, wherein the supplemental digital data comprises multimedia information related to the audio track.

108. (Original) The method of claim 107, wherein the supplemental data comprises a text description of at least one of: an artist, a title, and identification data corresponding to the audio track.

109. (Original) The method of claim 99, wherein the broadcast data comprises audio data corresponding to a sporting event.

110. (Original) The method of claim 109, wherein the supplemental digital data comprises multimedia information related to the audio data.

111. (Original) The method of claim 110, wherein the supplemental digital data comprises text data corresponding to at least one of:

a team, a game score, a player and a statistic corresponding to the sporting event.

112. (Original) The method of claim 99, wherein the supplemental digital data is unrelated to the broadcast data.

113. (Original) The method of claim 112, wherein the supplemental digital data comprises at least one of:

an advertisement for a product, an advertisement for a service, an identification of the first broadcaster, a schedule of further broadcast data for the first broadcaster, a traffic report, a weather report and a news report.

114. (Original) The method of claim 99, wherein the supplemental digital data comprises a plurality of: multimedia presentations to be simultaneously presented to the receiver of the broadcast data.

115. (Original) The method of claim 99, wherein said determining further comprises:

determining said supplemental digital data based on at least one of: a type of the scheduled broadcast data, the time of the broadcast data, a geographic location of the first broadcaster, a broadcast program in which the broadcast data is presented, and demographic information of listeners of the broadcast data.

116. (Original) The method of claim 99, wherein the supplemental digital data for broadcast on a mask of one of an amplitude-modulated frequency and a frequency-modulated frequency.

117. (Original) The method of claim 99, further comprising:

receiving, from the first broadcaster, a change to schedule information including second broadcast data at the first predetermined time; and

determining second supplemental digital data to be presented to listeners of the second broadcast data; and

transmitting the second supplemental digital data to the first broadcaster before the first predetermined time.

118. (Original) The method of claim 99, further comprising:

identifying, from the received schedule information, second broadcast data for transmission by a second broadcaster at a predetermined time;

determining second supplemental digital data to be presented to listeners of the second broadcast data on a digital data receiver; and

transmitting at least a portion of the second supplemental digital data to a second traffic management system corresponding to the second broadcaster prior to the predetermined time.

119. (Original) The method of claim 99, further comprising:

identifying, from the received schedule information, broadcast data for transmission by a second broadcaster at a second predetermined time;

determining second supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver; and

transmitting at least a portion of the second supplemental digital data to a second traffic management system corresponding to the second broadcaster prior to the second predetermined time.

120. (Original) The method of claim 99, wherein said supplemental digital data comprises advertising data sold by the first broadcaster.

121. (Original) The method of claim 99, wherein said supplemental digital data comprises advertising data sold by a party other than the first broadcaster.

122. (Original) The method of claim 99, wherein a time for presentation of the supplemental digital data is selectable by the listener.

123. (Original) The method of claim 99, wherein said selecting comprises selecting a group of supplemental digital data to be presented to a listener of the broadcast data.

124. (Original) The method of claim 123, wherein the group of supplemental data are to be displayed continuously during a length of the broadcast data.

125. (Original) The method of claim 123, wherein the group of supplemental data are to be presented sequentially during a length of the broadcast data.

126. (Original) The method of claim 99, wherein the supplemental data is to be presented during at least a portion of a length of the broadcast data.

127. (Original) A computer readable medium encoded with processing instructions for implementing a method for coordinating supplemental digital data transmissions with broadcast data transmitted by a plurality of broadcasters, the method comprising:

receiving schedule information from a plurality of broadcaster traffic management systems, the schedule information including a schedule of broadcast data to be transmitted by a plurality of broadcasters at predetermined times;

identifying, from the received schedule information, broadcast data for transmission by a first broadcaster at a predetermined time;

determining supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver; and

transmitting at least a portion of the supplemental digital data to a traffic management system corresponding to the first broadcaster prior to the predetermined time.

128. (Original) An apparatus for coordinating supplemental digital data transmissions with broadcast data transmitted by a plurality of broadcasters, comprising:

means for receiving schedule information from a plurality of broadcaster traffic management systems, the schedule information including a schedule of broadcast data to be transmitted by a plurality of broadcasters at predetermined times;

means for identifying, from the received schedule information, broadcast data for transmission by a first broadcaster at a predetermined time;

means for determining supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver; and

means for transmitting at least a portion of the supplemental digital data to a traffic management system corresponding to the first broadcaster prior to the predetermined time.

129. (Original) An apparatus for coordinating supplemental digital data transmissions with broadcast data transmitted by a plurality of broadcasters, comprising:

a processor; and

a memory in communication with the processor, the memory for storing a plurality of processing instructions enabling the processor to:

receive schedule information from a plurality of broadcaster traffic management systems, the schedule information including a schedule of broadcast data to be transmitted by a plurality of broadcasters at predetermined times;

identify, from the received schedule information, broadcast data for transmission by a first broadcaster at a predetermined time;

determine supplemental digital data to be presented to listeners of the broadcast data on a digital data receiver; and

transmit at least a portion of the supplemental digital data to a traffic management system corresponding to the first broadcaster prior to the predetermined time.

Claims 130-212 (Withdrawn)